Amendment to the Claims:

The claims under examination in this application, including their current status and changes made in this paper, are respectfully presented.

Claims 1 - 7 (canceled).

8 (previously presented). A method for updating firmware associated with a memory storage device, the method comprising:

providing new firmware to a host;

sending the new firmware from the host to a reader, the host being in communication with the reader, the reader being arranged to interface with the memory storage device, wherein the memory storage device includes installed firmware;

enabling in-system programming capabilities on the reader, wherein the in-system programming capabilities allow the new firmware to be incorporated into the memory storage device;

sending the new firmware from the reader to the memory storage device;

incorporating the new firmware into the memory storage device by writing the new firmware into the memory storage device using the host, wherein the new firmware at least partially replaces and updates the installed firmware;

resetting the memory storage device after incorporating the new firmware into the memory storage device;

disabling the in-system-programming capabilities on the reader; communicably detaching the reader from the host; reinitializing the memory storage device; and communicably reattaching the reader to the host.

9 (original). The method of claim 8 wherein the memory storage device is a memory card that includes a non-volatile memory.

10 (previously presented). The method of claim 9 wherein the memory card is one selected from the group consisting of a secure digital card, a COMPACT FLASH card, a MULTIMEDIA card, a SMART MEDIA card, and a MEMORY STICK card.

Claims 11 - 32 (canceled).